

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/08/2009 has been entered.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. Claims 1, 3-4, 7, 13, 31, 37-38, 41, 49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Writt (US 6497466).

Regarding to claims 1, 31, 37-38, 41, 49:

Martin discloses a method/apparatus for printing wallpaper onto a continuous web of media (*FIG. 2, element 27*), comprising the steps of:

utilizing an on-demand printer comprising a cabinet/frame (*FIG. 2, element 18*) in which is located a media path which extends from a media loading area (*FIG. 2, element 24*) to a winding area/dispensing slot (*FIG. 2, element 26*), there being a printhead (*FIG. 2, element 20*) located across the media path, there being a processor (*FIG. 2, element 38*) which accepts operator inputs from one or more input devices (*FIG. 2, element 32*) and which controls the printer;

using one or more input devices which communicate with the processor to capture data from an operator regarding a specification; running the printer according to the data; printing a single wallpaper product (*FIG. 1, element 10*) on the continuous media web, on demand, according to a selected pattern and configuration (*paragraphs [0009]-[0010]*).

changing the pattern according to a new datum from an operator and then printing a new wallpaper product onto the same continuous media web (*paragraph [0010]: A user loads a blank roll of wallpaper in the printer and inputs one or more personal images (datum) that is/are printed on the blank roll. In case of more than one personal images are inputted, there are more than one*

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wallpaper products associated with the inputted personal images (datum) are printed on the same loaded blank roll of wallpaper (continuous media web)).

- Martin however is silent wherein the printhead is full width.

Nozawa discloses a printing apparatus comprising full width printheads (*FIG. 9, element 204*) for forming images across a moving printing medium (*FIG. 9, element 203*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Martin's printhead to be full width printhead as disclosed by Nozawa. The motivation for doing so would have been to be able to print the entire width of the printing medium without scanning the printhead to gain printing speed as taught by Nozawa (*column 1, lines 30-39; column 3, lines 57-62*).

- Martin is also silent wherein the continuous web of media is automatically threaded past the printhead along the media path.

Edrinn discloses an automatic paper loading in a printing apparatus, in which a roll of paper (*FIG. 1, element 12*) is automatically threaded past a printhead along a desired media path (*column 1, lines 40-45*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time the invention was made to modify Martin's printing apparatus to

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include means for automatically threading the blank web as disclosed by Edrinn.

The motivation for doing so would have been to be able to improve mechanism for automatically loading and guiding rolled paper as taught by Edrinn (*column 1, lines 14-17*).

- Martin also does not teach adjusting a distance between the printhead and the continuous media web by adjusting adjusters on a planar rail removably supporting a planar casing of the printhead in the printer.

Writt discloses a printing apparatus comprising a planar casing supporting a printhead (*FIG. 1, element 12*) for forming images on a printing medium, wherein the distance between the printhead and the printing media is adjusted by adjusting adjusters (*FIG. 1, element 40*) on a planar rail (*FIG. 1, element 22*) removably supporting the planar casing.

Therefore, it would have been obvious for one having ordinary skill in the art at the time the invention was made to modify Martin's printing apparatus to include adjusters for adjusting the distance between the printhead and the blank media in order to offer high quality printing results by adjusting the print gap as taught by Writt (*column 1, lines 10-15*).

- **Martin also discloses the following claimed invention:**

Regarding to claim 3: storing to a storage device accessible to the processor and internal to the cabinet, a plurality of selectable files for describing the patterns for printing onto the media (*FIG. 1-2, element 30*).

Regarding to claims 4, 7: providing the printer with a video display for depicting the selected pattern or display information relating to a roll (*FIG. 2, element 34*).

Regarding to claim 13: the specification for an operator's requirements comprises a pattern and the configuration; the configuration being one or more parameters selected from the group comprising: roll length, a roll slitting arrangement, one or more modifications to the pattern, or a selection of media to be printed on (*paragraph [0010]*).

Regarding to claims 31, 37, 41: the winding area adapted to removably retain a core and wind into it, wallpaper produced by the printer (*FIG. 2, element 26*), wherein the length and design of the roll are determined by the operator inputs (*paragraph 0010*).

2. Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Writt (US 6497466) as applied to claim 1, and further in view of Stoffel et al. (US 6412990).

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Martin, as modified, discloses the claimed invention as discussed above except using the video display as a touchscreen input device to capture operator preferences.

Stoffel et al. discloses an printing apparatus having a video display as a touchscreen (*FIG. 15, element 42*) input device to capture operator/customer preferences to allow the operator/customer to custom printing images by simply touching the viewing screen (*column 8, lines 55-60*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Marin's video display (as modified) as a touchscreen as disclosed by Stoffel et al. The motivation for doing so would have been to allow an operator/customer to custom printing images by simply touching the viewing screen as taught by Stoffel et al. (*column 8, lines 55-60*).

3. Claims 39-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Martin (US 2002/0171692 A1) in view of Nozawa (US 5701147), Edrinn (US 3779473), and Writt (US 6497466) as applied to claim 1, and further in view of Goldstein (US 2002/0069078 A1).

Martin, as modified, discloses the claimed invention as discussed above but is silent about charging a customer for the roll or obtaining/attempting to obtain a fee from a franchisee.

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Goldstein discloses a system for creating custom wallpaper including a program to charge and obtain fee from customers ordered printed wallpaper rolls (*FIG. 2, steps 208, 210, 212, 214*).

Therefore, it would have been obvious for one having ordinary skill in the art at the time invention was made to modify Marin's apparatus (as modified) to include means for charging and obtaining fee from a customer as disclosed by Goldstein et al. The motivation for doing so would have been to allow an operator/customer to purchase created custom wallpaper as taught by Goldstein (*paragraphs [0043]-[0046]*).

Response to Arguments

Applicant's arguments with respect to claim 1 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LAM S. NGUYEN whose telephone number is (571)272-2151. The examiner can normally be reached on 7:00AM - 3:30PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, STEPHEN D. MEIER can be reached on (571)272-2149.

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The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/LAM S NGUYEN/

Primary Examiner, Art Unit 2853